



Anti-Energy Efforts to Halt Natural Gas Development & Pipeline Transport

APGA Winter 2019
Cape Coral, FL



~280 Affiliate Members

Every aspect of economy
65% are consumers

~550,000 Individual Members from across the U.S.

8 Chapters + National

CEA-AK, CEA-FL, CEA-TX, CEA-Northeast, CEA-Southeast,
CEA-Midwest, CEA-Mid-Atlantic, CEA-Rockies

Organization

Advocacy Campaign-focused, outside capitals where long-term energy fights are occurring

Broad Membership

Farmers, manufacturers, transportation, plastics, labor, local chambers, small businesses, families

CONSUMER ENERGY ALLIANCE KEY INITIATIVES

CAMPAIGNS



MESSAGING



Families &
Small Businesses



Non-partisan



Environmental
Protection



Energy Solutions

EVENTS

Future of Electricity Forum
Keynote The Honorable Rick Perry



NM for Affordable Energy Panel



Energy and Labor Forum 2018
Congressman Dan Crenshaw



ENERGY DAY



Hosted in Houston
and Denver with nearly
35,000 attendees



Since 2011, over \$105,000 in
financial rewards to students

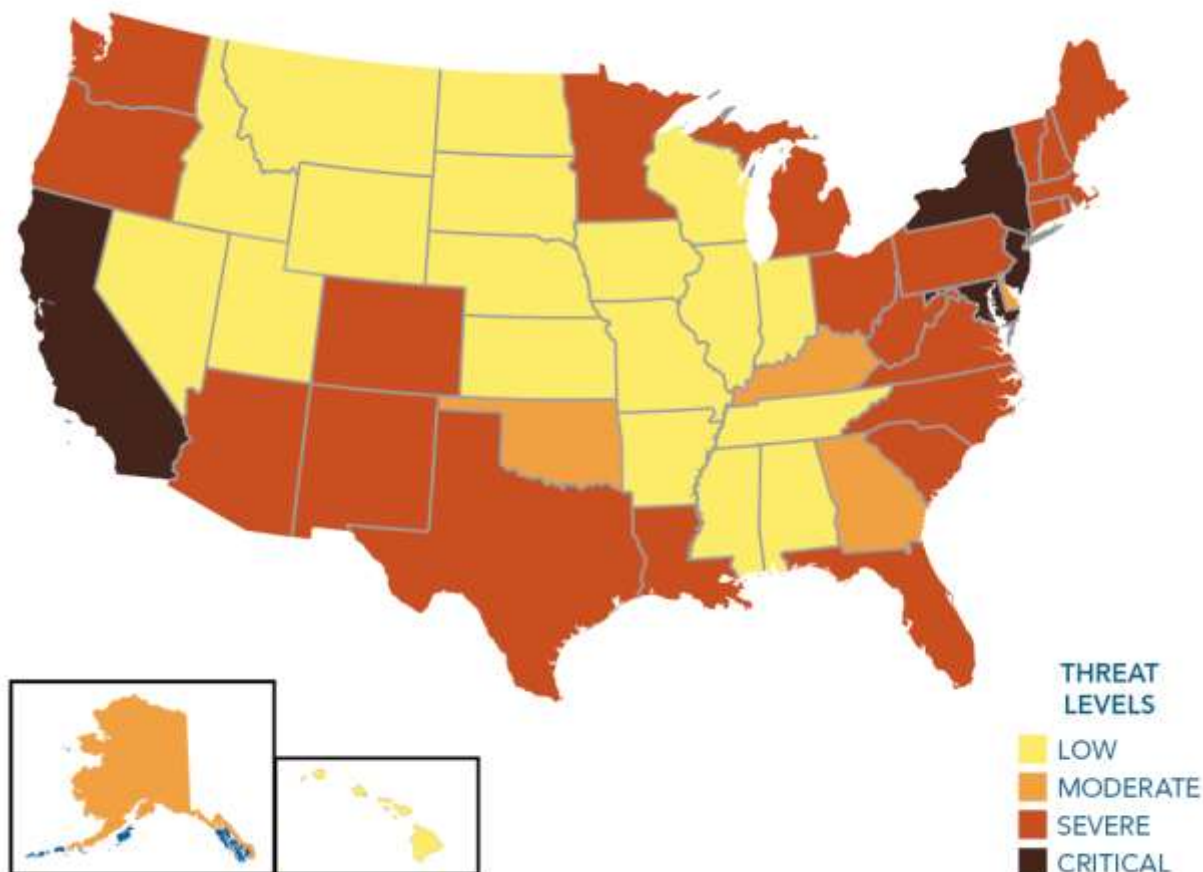


Over 180 exhibitors &
community partners

Clear, Well Funded Mission
Long-Term Approach
Advocacy Campaign(s)

Heat Map Ranking:

- \$ more than \$1.5M/year
- Multiple targeted Local/Regional Campaigns
- Targeted, aggressive efforts designed to intimidate local/state politicians and public
- Coordinated media efforts/messaging



Goals

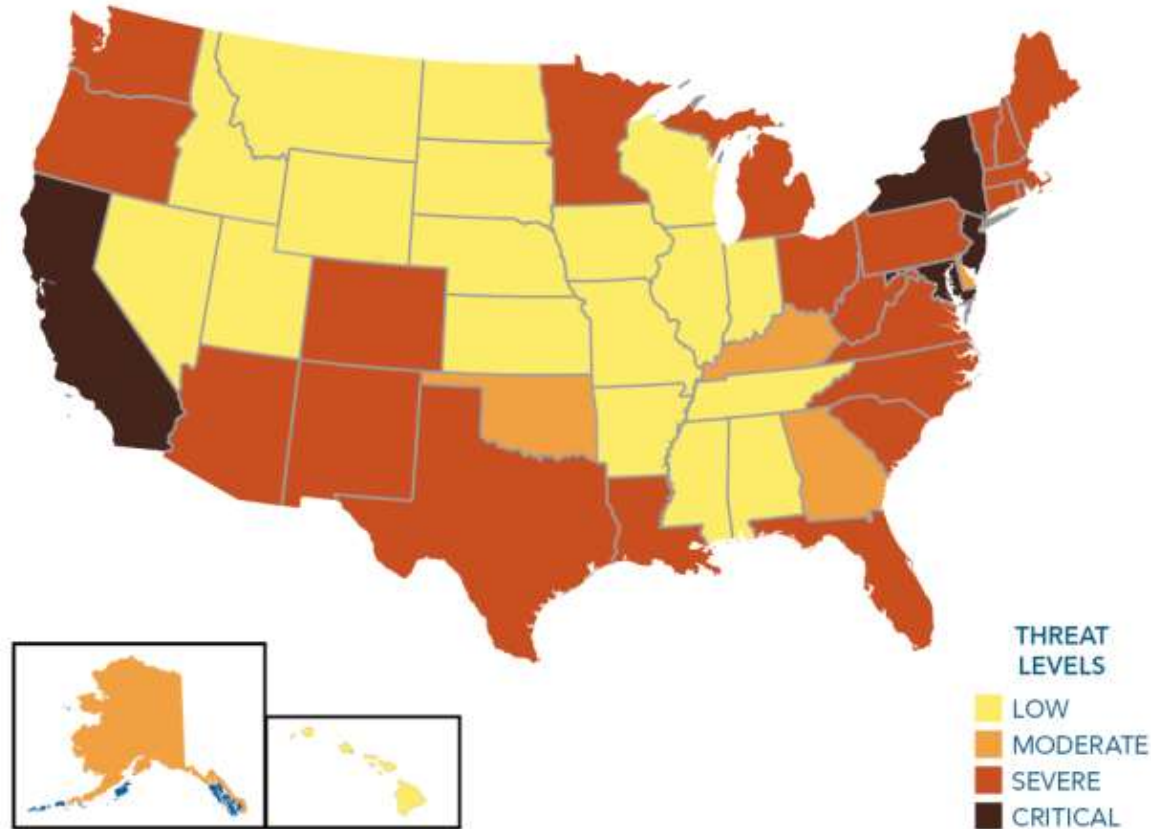
- Block (or significantly delay) development/transport of oil and natural gas

Strategies

- Block federal permits
- Block state permits
- Block infrastructure

Tactics

- Protests
- Regulations/Legislation/ Ordinances
- Lawsuits
- Social media pressure
- Direct Advocacy
- Communication/Messaging





Climate Change / Environment

“Science has spoken: the path to a sustainable future for people, wildlife, and the climate does not include fossil fuels.” – Greenpeace USA

Safety

Offshore drilling is unsafe for workers and the environment. Accidents and tragedies occur regularly.

Social Justice

“Most fence-line communities in the United States are low-income individuals and communities of color who experience systemic oppression such as environmental racism.” - NAACP

Politics

“Reward” anti-energy officials and “punish” (actively campaign against, harass) candidates or officials who support energy development and infrastructure.



Challenges

- “Fracking Deters Water Quality”
- After an original OH Community Bill of Rights that focused on a general fracking ban failed, groups have shifted focus and found success in establishing a bill of rights for nature
- Push for 100% clean energy city initiatives including Pittsburgh and Columbus

CEA Response

- Released Energy Economics reports highlighting consumer savings from natural gas production
- F2F meetings @ local level (stakeholders and elected officials)
- Business and Labor coalition
- Tri-State Appalachia collaborative effort



Challenges

- Focus on all Anti-Trump initiatives including establishing a link between oil and gas and the border wall
- “O&G impacts immigrants and communities of color”
- Efforts in putting pressure on industry and supporting industries by protesting at offices and showing up at executive homes

CEA Response

- Released Energy Economics report citing ~\$60B in consumer natural gas savings
- Pro-energy pledges from elected officials
- Energy and Labor Forum discussing energy development, infrastructure, and jobs





Challenges

- Focus on mineral rights laws and seeking political support from House Speaker KC Becker and Senate Majority Leader Steve Fenberg on setbacks.
- Targeting specific elected officials who have supported O&G.
- Emotional scare tactics; focus on danger to homes and children

CEA Response

- Released Energy Economics reports citing natural gas savings to consumers
- Western States and Tribal Lands initiative
- Energy and Manufacturing Forum with elected officials and stakeholders, including U.S. Representative Tipton
- “Know the Value” Campaign





Challenges

- New York agreed to the “Green New Deal” pledge; other northeast states expected to follow suit including Massachusetts
- Groups introducing Pennsylvania’s environmental rights amendment to pressure elected officials to stop environmental destruction and curb climate change

CEA Response

- Released a report on the extreme costs of winter home heating
- Media campaign surrounding the harsh winters and LNG imports from Russia rather than using the Appalachian gas
- *Power On New England*—media campaign understanding the importance of natural gas infrastructure





Challenges

- Consistent and long-term pressure on Governor Northam and DEQ to stop or pause permits for MVP and ACP.
- With the delay of MVP mid 2018 that caused layoffs, groups called it a success and push for more worker layoffs
- Temporary tree-sits were mobilized to cause delays and create a narrative that forest security detail and industry lack compassion by not offering aid/support.

CEA Response

- Pro-energy pledges from elected officials
- Pro- jobs, pro-infrastructure messaging and communications
- Working with non – traditional allies to engage in pipeline discussion and participate in meetings





Challenges

- Following a physical altercation with Louisiana Governor security detail July 2018, BBP protesters developed a higher active social media engagement that helped increase support and funding
- BBP protesters mobilizing opposition in Texas to cause disruption at industry offices and high executive homes
- LA groups challenge oil and gas companies in court for environmental racism



CEA Response

- Address anti-development rhetoric using traditional media and online communications
- Collecting pro-energy pledges from elected officials





Challenges

- Indigenous population continue emphasizing lack of support for treaties and rights (post Standing Rock)
- Minnesota legislators introducing bill to enact a task force to eliminate epidemic of missing and murdered indigenous women which groups have linked to “man camps”
- Youth groups recently met with Governor Walz to introduce a state “Green New Deal” to include stopping all new fossil fuel infrastructure



What CEA is doing

- Help lead participation in pipeline comment periods and hearings (Line 3, Line 5, ME2)
- “Modernizing Minnesota” campaign
- Energy and Manufacturing forums to educate stakeholders and elected officials on the importance of infrastructure
- Media campaign discussing the benefits of natural gas infrastructure
- Partnering w/ labor educate elected officials on energy





Lessons Learned

Play Offense

Move toward *campaign advocacy*, not just legislative advocacy.

Anticipate

Assume every project will face opposition. Be early!

Stay on Message

- Avoid arguing on “their” turf
- We are ALL environmentalists – U.S. environmental record is leading the world
- Without actual energy solutions, U.S. economy and fixed income demographics suffer

Multiple Voices

MSC leading voice for producers; partner with CEA for “consumers, families and business” to out flank and amplify

CEA Messaging Pillars

Families &
Small
Businesses

Non-Partisan

We agree...
protect the
environment

Energy
Solutions